



Department of Public Health Dentistry

Report on Workshop on 'Managerial Operations in Private Practice'

(Value added education programme for future private dental practitioner)

India is one of the fastest growing dental markets alongside of other developed countries. Dental graduates embark on the journey to become entrepreneurs in the field of dentistry not forgetting the true value of patient care. This requires minute attention to detail, artistic talent, and a keen grasp of science. However, with majority of students intending to enter the workforce as a sole proprietor either as an associate or partner, they are often woefully unprepared for the business acumen that these practices require. The Ultimate aim of Dental Council of India is to provide graduating dentist with adequate knowledge and necessary skills and attitude required to diagnose and manage common dental problems encounter in general dental practice. Irony is that very limited time is dedicated to know the intricacies of management of private practice.

In a first of its kind workshop for dental students, the Faculty of Dental Sciences conducted a comprehensive 5-day entrepreneurship workshop for its students which introduced them to the journey of identifying an opportunity, being able to launch it, managing and growing it and potentially raising capital for it. Therefore, this workshop was planned to emphasize on continuous development of professional skills and sophisticated management competence through case-based approach and activity-based learning and panel discussion.



The workshop had resource persons with rich experience and have a place for themselves in the industry and indeed our proud alumni of FDS.

Dr. Salil Chaudhary

A managing partner of a Dental Connect – Chain of Dental Clinics. Area of expertise includes Market Evaluation, Product Strategy Development, Product Forecasting and Portfolio Evaluation, Marketing Planning Process Development, Market Research, Business Planning and Fund Management.



Dr. Salil Chaudhary
BDS, MBA (Health Care)

Dr. Suraj U Mehta

Co-founder and chief operating officer of HospiClean Services. Currently, he is also working towards achieving safe hygiene levels across healthcare institutions in Karnataka in light of COVID - 19 using the 4m approach (material, method, machine, man). Area of expertise includes Advanced Data Analysis, Data Visualization for Decision Making and Financial Analysis.



Dr. Suraj U Mehta
BDS, MBA (Hospitals & Health Systems Management)

Dr. Khyathi Gadag

Assistant Professor, Department of Allied Health Sciences, Faculty of Life and Allied Health Sciences, Ramaiah University of Applied Sciences (RUAS). Currently, she is also working towards developing policy pathways for the higher education sector to protect and preserve mental health amidst COVID- 19. Area of expertise includes Health Policy and Administration, Mental Health, Public Health, Quality and Patient Safety, and Hospital Planning and Management.



Dr. Khyathi Gadag
BDS, MHA



MOTIVATION:

A good dental practice will operate a hierarchical system with patients' interests and the dentist at the top and other members of the dental team and thus, supporting them and ensuring an efficient practice. This emphasizes on continuous development of professional skills and sophisticated management competence through training. The business aspects of dental practice have changed a great deal in recent years. Dentistry has been evolving rapidly, with numerous changes to dentists' contracts, growing business requirements and patients' expectations exerting an increasing influence on all aspects of dentistry, resulting in the swift growth in dental team roles and the formation of the dental practice manager role. Since these aspects are not taught in the classrooms during the BDS program, it is essential for a fresh graduate who wish to start one's private dental practice to have an insight about the managerial aspects of private practice. Hence, this workshop was designed to enrich the managerial skills of budding dental practitioners who aspire to set-up their own dental practice or work in corporate dental chains

AIM:

The aim of the workshop is to provide insight into dental business, inventory, equipment and marketing strategies which is required to establish growth and sustainability in a private practice. "Practice success doesn't happen by itself. You need a well- trained and highly motivated staff to take your practice to the next level of success".

OBJECTIVE:

- To enrich the managerial skills of budding dental practitioners who aspire to set up their own dental clinic or are planning to work in corporate dental chains.
- To emphasize on development of professional skills and management competence through training.
- To promote and encourage interaction between alumni.
- To facilitate personal & professional interaction among the members.



This workshop was conducted for duration of 5 days from 6th July to 10th July for graduating students (Interns) by our Alumni students Dr Suraj, Dr Salil and Dr Khyathi who have created niche in the areas of entrepreneurship and administration in private practice write. The following is the program schedule:

Date	Topic	Alumni
6th July, 2020	Business Plan Writing – Case study Approach	Dr Suraj U Mehta
7th July, 2020	Dental Inventory & Equipment Management	Dr. Khyathi Gadag
8th July, 2020	Dental Practice Marketing, Pricing and staff management and Registration needed for a new clinic	Dr Salil Chaudhary
9th July, 2020	Strategy and Growth of Dental Practice	Dr. Suraj U Mehta
10th July, 2020	Panel discussion- Open for all interns to present questions	All Alumni

LEARNING OUTCOMES:

Workplace design	Dental office/clinic interior design Infrastructure (electricity, pipeline, etc.) requirements for a dental office/clinic
Professional development	Evidence-based dentistry and life-long learning Continuing education and its national regulations



Documentation principles and IT application in dentistry	Documentation of patient information Maintenance of patient records
National rules and regulations of dental practice	Requirements for practice license Insurance and financing of dental care
Safety	PPE as first safety major to consider in this pandemic Infection control Waste disposal
Dental ethics	Professional relationship with health professionals Referral and consultation principles
Communication skills	Establishing professional relationships with patients Management of communication problems
Dental instruments and equipment	Principles of dental equipment and instrument selection Troubleshooting of common problems of dental unit and hand pieces Principles of dental material selection

SUMMARY:

Dentistry is ever evolving and learning the methods of Practice Management is imperative to expanding the sector. Private Practitioners are required to have more knowledge of the business aspects of dentistry along with clinical skills. The need to know the managerial skills in private practice is vital for budding dental practitioners who are aspiring to set-up a clinic.



FEEDBACK:

The participants have really appreciated and experienced the learning on managerial operations in Private practice and 100% of participants is looking forward to participate in the next event organized by Public Health Dentistry, FDS, RUAS and have recommended to continue such workshops in the near future too.

"It was very educative and helped acquire many skills like leadership, working in groups, management and communication"

Lahari M

"The fact that it was a discussion rather than a monologue and also the activities given were helpful for better understanding of the topics"

Keerthi B Rajkumar

ADVISORY COMMITTEE:

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